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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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THE CONTENT CREATOR'S PRACTICES FOR SOCIAL COMMERCE USERS

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INTRODUCTION

Many of us have prioritized internet services due to the COVID-19 pandemic. Additionally, the Malaysian Movement Control Order has restricted our daily outdoor activities as it was designed to stop the COVID-19 disease from spreading. Numerous internet activities have been carried out because of COVID-19, for instance, e-learning, e-grocery, e-hailing, and other forms of electronic commerce. From a commercial standpoint, buyers would want to order products sold through the platform or application offered because it is incredibly simple for them to use it. However, social media today is a crucial medium and it is frequently an option in terms of marketing a product. Therefore, the development of effective video advertising should be stressed to improve the influence, confidence, and trust of a product. Making commercials that are straightforward, precise and concise is becoming more popular in order to make them easier for clients to comprehend and accept. As an outcome, the sector of content creators has become essential in capturing the potential audience for the released video content.

THE CONTENT CREATOR

According to Houtari, et al. (2015), a person who transforms the practice of disseminating information into a picture, video and writing or commonly called content is a content creator. The word "content creator" has already become something of a catch-all to represent cultural producers who are digitally enabled to produce and distribute content on social media platforms through an entrepreneurial behavior and a desire to build their own "media brands" (Arriagada & Ibáñez, 2020). However, the existence of content creators is because of the User-Generated Content (UGC) which they have volunteered to contribute data, information, or media that then appears before others in a useful or entertaining way, usually via online. Pervasive user-generated content might frequently start as a data collection activity before editing, annotation and visualization or presentation. Since everything is done with online, digital marketing is perfectly termed as an approach to develop a strategy to get engagements with the customers. Currently, many businesses realized the importance of a good online presence due to its rapid growth in the past few years.

THE CONTENT CREATOR OF SOCIAL COMMERCE

Li and Bernoff (2008) categorized users of social media into six groups based on how they participated. There are creators, critics, collectors, joiners, spectators and in actives. Social media from a business perspective will help entrepreneurs interact with both potential and existing customers. Thus, the process of selling products using social media through individual profiles is known as social commerce. According to Liang et al. (2011), the existence of social commerce is because of the rise in the popularity of social media usage such as Facebook and Twitter, since 2005. According to Kemp (2022) through Digital 2022 websites, the data shows that social media users in Malaysia were at 30.25 million as of the early year of 2022. There are a variety of platforms used such as Facebook (82.4%), Youtube (79.9%), Instagram (59.1%) and TikTok (61.2%). Therefore, users of social media tend to share their products and information with their friends or

followers or sell goods and services via social media. This digital marketing technique could be effective when the content creator comes out with a strategy. The fast emergence of technology would help these marketing activities to attract and improve customers' knowledge through social commerce by matching their needs. In addition, it encourages successful interactions with customers as the foundation for a long-term relationship and leads to repeat purchases (Mandal & Joshi, 2017).

CONTENT CREATOR'S PRACTICES

Interactivity, transparency and memory are the major implications of the development of Internet technology for marketing communication (Gurău, 2008). Therefore, businesses today are likely to use social commerce to market their products on various platforms such as Facebook, Instagram, Tiktok, Youtube and so forth. These applications also provide many features that users can use to attract customers to generate income. For example, in the concept of Instagram, the stories feature, and design updates have been widely hyped by the company.

Content Strategy

The goal and plan for the content are the main things of content strategy. We should address issues like why and how to produce the content, who the content is intended for, and ultimately how you will use the content to promote the business. The creator also needs to do some research on suitable topics, captions, user intent and competitors.

Value to audience

Creating content and personalized interactions to attract the right visitors and nurture them through the sales funnel. That is why we need to study about our customers through inside and out. Identifying the demographic of customers such as age, gender and location can help to deliver the right content to the right people, at the right time through the channels.

Evaluate content

Before posting the content, evaluate the content as it must be aligned with the objective to achieve in business. The objective should be clearly stated, measurable and achievable. Besides that, keep up to date with the latest trends through popular hashtags for insights and dive deeper. Do not forget to take a look at prospects who are liking, commenting, and sharing our posted content.

Plan posting schedule

The purpose is to create consistency. It includes continuous posting according to scheduled date and time which customers will keep updated on the products released. Therefore, the creator should have a content calendar as the system to organize, manage and schedule content production.

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